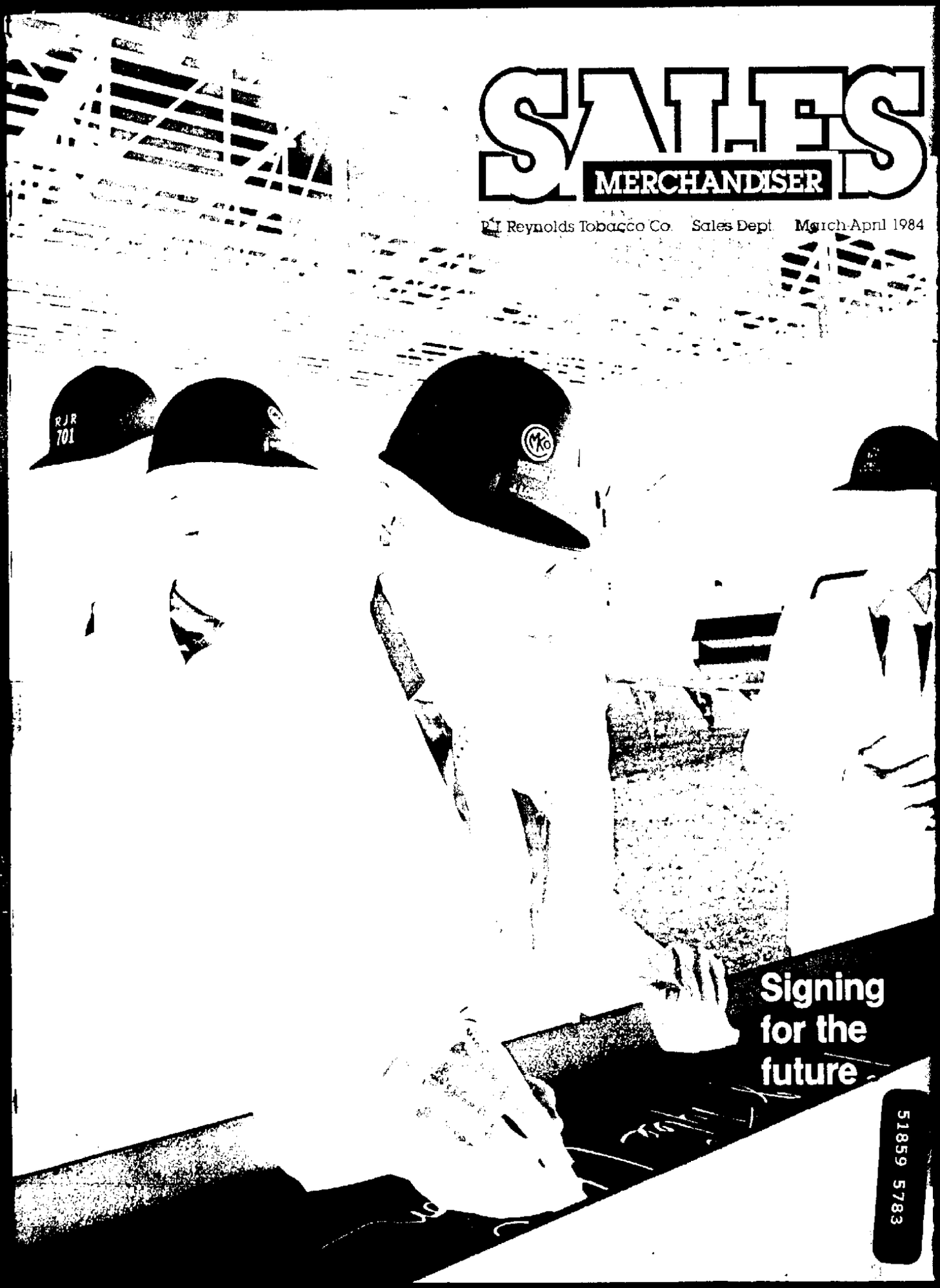

Source: https://www.industrydocuments.ucsf.edu/docs/pnfn0000

SHORT CALLS

RJRI nominates Long for director's seat

President and Chief Executive Officer Gerald H. Long has been nominated for election to the board of directors of R.J. Reynolds Industries, Inc.

Also nominated is Gwain H. Gillespie, senior vice president and chief financial officer of Reynolds Industries. Election of directors took place at the company's annual meeting in Wilmington, Del., April 25.

Long has been president of Reynolds Tobacco since 1981 and was named chief executive officer this year. Gillespie was senior vice president - finance and administration for Heublein Inc. when it was acquired by R.J. Reynolds in 1982.

RJR reaches agreement to purchase Canada Dry

R.J. Reynolds Industries, Inc. announced April 9 that Del Monte Corp. has reached a definitive agreement to purchase the Canada Dry business of Dr Pepper Company.

Closing of the transaction has been completed at a purchase price of about $175 million after elimination of cash and other purchase price adjustments.

J. Tylee Wilson, RJR's president and CEO said, "Canada Dry, like many of our products, is the leading brand in growing and distinctive market categories and will provide RJR with a quality entry in the growing worldwide soft drink business.

"Canada Dry is exactly the kind of acquisition opportunity we need to complement Del Monte's beverages business," he said. "It has a strong domestic and international presence and considerable strength throughout the United States and in attractive markets such as Canada, Japan and the United Kingdom."

In a February presentation to security analysts, Wilson said a key portion of RJR's business development strategy would concentrate on development of existing businesses.

"Canada Dry is a good example of our previously announced strategy to make add-on or fill-in acquisitions which help strengthen or complement select sectors of our business portfolio," Wilson said after the agreement had been reached.

"Canada Dry with its quality name, worldwide bottling network, and access to international markets will give us a good foundation on which to build and expand our beverages business. It's an excellent strategic fit," he said.

Canada Dry sells a variety of products under the Canada Dry brand, including ginger ale, club soda, seltzer and tonic. The company also produces a wide range of soft drinks, including Wink, Tahitian Treat Fruit Punch, Barrelhead Root Beer, Cott and No Cal, a diet product.

On the cover

Reynolds Tobacco President Gerald H. Long autographs the final steel beam moments before construction workers hoisted it into place at Tobaccoville, the company's newest cigarette plant. See story, page 4.

CAB unanimously rejects smoking ban proposals

After months of debate, the Civil Aeronautics Board in March unanimously rejected a proposal to ban smoking on flights of two hours or less, saying passengers could smoke cigarettes as long as airlines provide separate sections for smokers.

In a separate action, the board voted to ban smoking on planes with 30 or fewer seats, but that ban will affect only a small number of flights, according to spokesmen for several airlines.

"The CAB decision is a victory for the tobacco-consuming public and the tobacco industry," said Paul Bergson, director of Public Affairs for R.J. Reynolds Tobacco Company.

"The fact of the matter is that very, very few complaints were ever received about smoking aboard aircraft, and in the final analysis, the CAB recognized that fact."

Home Office sets Field reassignments

Several area reassignments have been announced by the Home Office Sales Department.

R.N. Young, formerly sales merchandising manager in the South Atlantic Sales Area, has been named budget and planning manager in that area.

D.E. Youngren, formerly merchandising manager in the Home Office Sales Administration Department, has been named sales merchandising manager in the South Atlantic Sales Area.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnfn0000

MEMO

From the Vice President, Field Sales

The feature article in this issue of the *Sales Merchandiser* focuses on our company's response to the needs of thousands of people in North and South Carolina whose lives had been shattered by a series of deadly and devastating tornadoes in March.

Volunteers from within the company and outside assisted in putting together a six-truck convoy that carried food and tobacco products to the stricken areas.

From the moment the decision was made to launch the relief caravan, Field Sales was involved, and I couldn't be prouder of the way we responded. The details of the mobilization effort are included in the article, but suffice to say that the task was enormous — and the response admirable.

This was not the first incidence of Field Sales participation during a catastrophe or other crisis. But this particular effort, I believe, points out the strength and efficiency of our field organization.

When the plan had been laid out, there was a critical need for speed, good lines of communication, good relations with those involved and, most importantly, a "can do" attitude. These strengths were demonstrated at every level — from the South Atlantic Sales Area to the regions and divisions affected.

I applaud those who participated in and ensured the success of the effort, for their positive response above and beyond. Reynolds Tobacco was widely recognized for its part in helping those in need and we, in Field Sales, can take pride in playing a major role in its success.

On the business side, it is also with great pride that I can report a very successful first quarter. **You** achieved our volume and share goals, and I congratulate you for your splendid performance.

Ralph Angiuoli

Ralph Angiuoli

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Source: https://www.industrydocuments.ucsf.edu/docs/pnfn0000

Long signs off on final steel beam at Tobaccoville

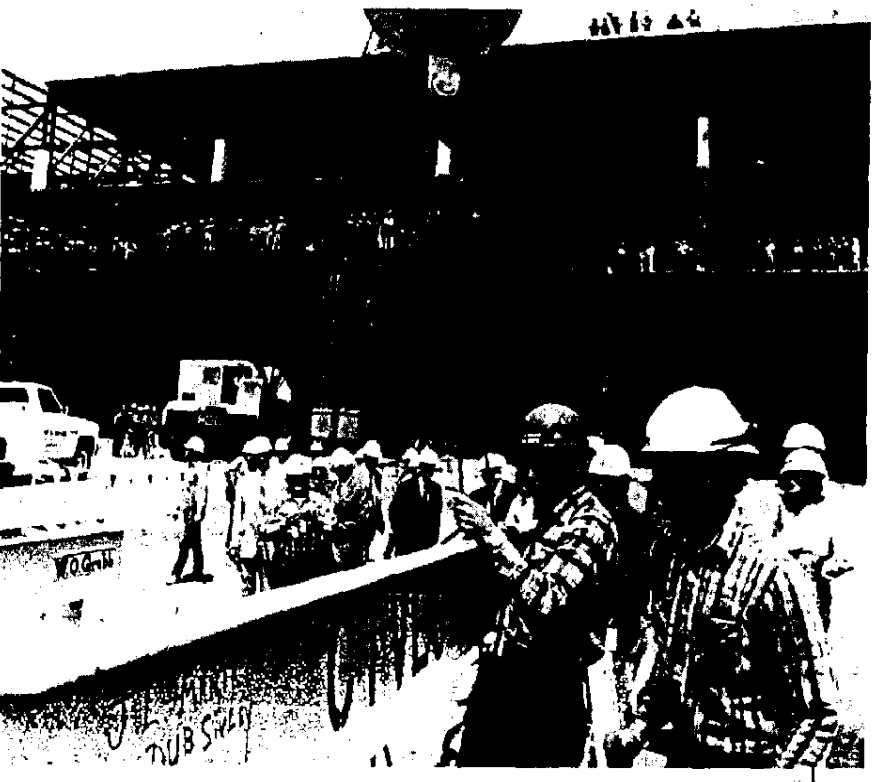
(Editor's Note: The following is an account of the April 16 ceremony at which the final steel beam was placed at Tobaccoville. The next issue of Sales Merchandiser *will focus more on Tobaccoville and other construction projects and facilities improvements the company has made in recent years.)*

"Pride in Tobacco" has rarely been more evident than it was on April 16, when 150 people gathered to witness the last piece of structural steel being set in place at the company's Tobaccoville manufacturing plant.

President Gerald H. Long and other company officials seemed filled with pride as they noted the progress of the plant, which will be the world's largest and most modern when it begins operations in 1986.

"It's a great project," Long told one of three television news crews that covered the event. "It is one of the largest construction projects in the United States today, and it shows Reynolds' interest in the tobacco business and the investment we're making in it."

Long noted that the new plant will help the company produce high-quality products at a low cost. The plant will also provide an unprecedented degree of flexibility in producing cigarette brands.



Construction workers ready the final section of structural steel to be put into place at Reynolds Tobacco's new Tobaccoville cigarette plant. It was autographed by workers and company officials during ceremonies April 16.

"I am beside myself, that's how pleased I am with the project," Long said. "It's making excellent progress and we're right on schedule."

While Long spoke, an American flag and a brown-and-white RJR flag fluttered beside a small pine tree perched atop the southeast corner of the building, which will eventually house making and packing equipment. The evergreen symbolized the company's hopes for the strength and growth of the new facility.

"I don't want to say 'awesome,' but it's close to it," said Executive Vice President F. Hudnall Christopher Jr. as he watched the last beam being bolted in place. "It is truly exciting. It's a fantastic milestone in R.J. Reynolds' history and future. I'm extremely pleased. It's hard to believe that only eight months ago there was only one piece of steel here."

Jim Garrett, project manager for Morrison-Knudsen Co., Inc., the construction managers, said that 23,000 tons of steel — more than 12,000 beams — have been set in place since the first beam was erected last August. More than 300 million pounds of concrete have already been used on the project.

"It's moving along well," said Tobaccoville Director James C. Kennedy. "Everything is falling right into place. I don't think there's any reason we can't start up on schedule."

As of the steel setting, construction of the plant was about 25 percent complete. In August, when the entire plant is expected to have a roof and exterior walls, equipment will be installed in the receiving and blending area in the northeast part of the building.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnfn0000

Majority of letter writers express support for company's position in wake of campaign

Letters and phone calls from people throughout the country continue to pour into Winston-Salem more than two months after the company launched a national advertising campaign addressing the company's side of various smoking issues.

As of April 4, the company had heard from 781 men and women, with 412 of them (53 percent) saying they supported the company's position. Another 280 people (36 percent) said they opposed the campaign, while 89 people (11 percent) requested additional information, without expressing support or opposition.

'The misconceptions of the past three decades that we are now actively addressing will not be resolved overnight, but the time has come to address all sides of the smoking issue.'

Meanwhile, Field Sales representatives throughout the country have heard and made much comment about the company's action.

"I am very happy to see our company once again being the industry innovator," said D.J. Crees of the Des Moines chain division. "I have heard many comments already from both smokers and non-smokers."

Helen B. Barbaree of the South Atlanta, Ga., division said, "The misconceptions of the past three decades that we are now actively addressing will not be resolved overnight, but the time has come to address all sides of the smoking issue. We are being applauded."

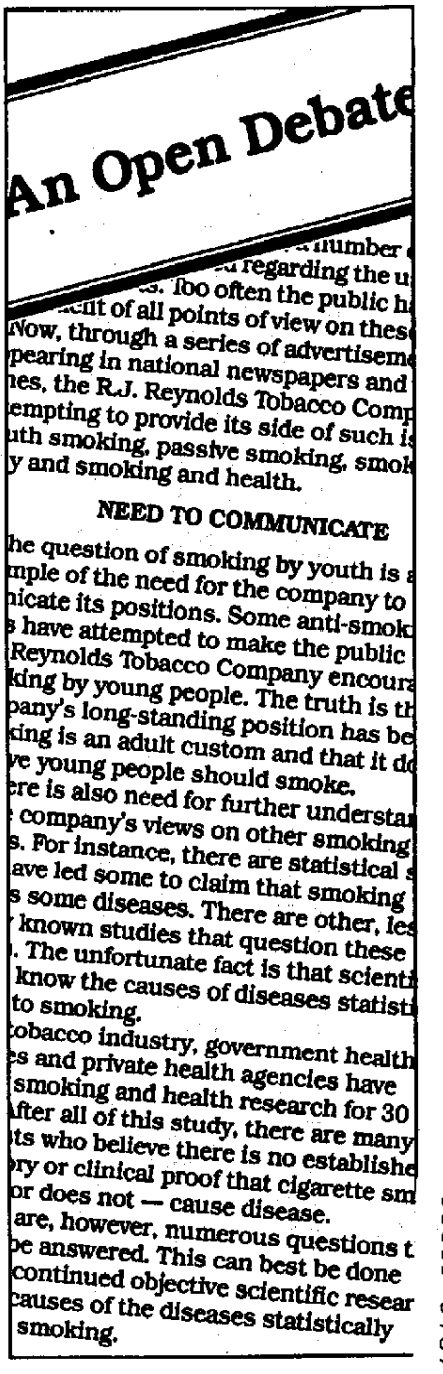
Among those applauding the company is Mortimer Polep of Polep Candy & Tobacco in Chicopee, Ma. "We're damned if we do. We're damned if we don't. So let's be damned for doing," he said.

"I think it's a good move," agreed Don Bloom of Bloom/Komon, Inc. in Countryside, Ill. "We need our side of the story told.

"I hope the others will become more forceful in presenting our side of the picture to the public," he added.

R.J. Pabst Jr., of the West Chicago, Ill., division, commented on Chairman E.A. Horrigan Jr.'s appearance on ABC's *Nightline* following the company's announcement of the campaign.

"I feel that he made excellent points for the tobacco industry on the smoking and health issue," Pabst said. "I had the feeling that ABC tried to 'stack the deck' against Mr. Horrigan with the doctor, the ASH spokesman and Koppel's questions, but Mr. Horrigan handled all three exceptionally well."



An Open Debate

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Relief effort like one-day FETAP, says Sam Hendrix

"It was like a one-day FETAP program."

That summarizes Sam Hendrix' feeling about the role Field Sales played in supporting Reynolds Tobacco's disaster relief effort in North and South Carolina the weekend of March 30.

In what has been described as the worst natural disaster in the Carolinas, a series of tornadoes ripped through the tobacco belts of both states on March 28, killing 59 people and leaving a trail of destruction 300 miles long.

A day and a half later, Reynolds Tobacco President Gerald H. Long mobilized a company effort — a $500,000 relief program — that included the shipment of 100,000 cans of Del Monte fruits and vegetables and 24,000 cartons of cigarettes to help tornado victims cope with the disaster.

"We spent a lot of time on the telephone," says Hendrix, regional sales manager in the Winston-Salem region. "FETAP is the only way I can describe it in terms of urgency and the need for constant communication."

The chain of events began when Ron Dyer, director - South Atlantic Sales Area, received a call from To-

Gary Overfelt, assistant division manager in Fayetteville, N.C., and Red Springs, N.C., Mayor George Paris watch as National Guardsmen unload food and tobacco supplies from a Reynolds Tobacco truck.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnfn0000

bacco Public Relations Friday morning, March 30.

"I was informed of the company's relief effort, and our assistance in securing the tobacco products was requested," says Dyer. "We needed to get 200 cases tax-stamped for each state in a hurry. They were to be picked up in Charlotte that night, so we had to move fast."

Dyer notified Hendrix and the two began making calls to secure product.

"You just don't go out and collect 200 cases for each state," says Dyer, "especially on a Friday."

Dyer called Rod Morrow at Bennett-Lewellyn (a jobber) in Winston-Salem, while Hendrix contacted Central Warehouse in Burlington — for the North Carolina cigarettes.

"Morrow said, 'Whatever you want, whenever," says Dyer. "He was very complimentary of what the company was doing."

For the products destined for South Carolina tornado victims, Hendrix contacted Thomas and Howard (a jobber) in Spartanburg, S.C., and met with similar reaction.

Hendrix then contacted Winn-Dixie in Charlotte to arrange a central pickup point for the North and South Carolina tobacco products and the 100,000 cans of Del Monte fruits and vegetables that were being shipped from Atlanta.

"The Winn-Dixie people were very interested in what we were doing, and wanted to help," says Hendrix. "They opened their warehouse doors for us and provided a transfer place for the six-truck convoy that was coming from Winston-Salem."

Hendrix spent the rest of the day coordinating the shipments and keeping division managers in the affected areas appraised of the scheduled arrivals of the product.

All the product was to arrive at the Winn-Dixie warehouse at around 6 p.m. for loading and shipment by 8 p.m. The convoy was to leave Charlotte for Lumberton, N.C., where it would spend the night and set out Saturday morning for the relief centers.

"The food shipment from Atlanta didn't arrive until about 1 a.m.," recalls Hendrix, "and the Winn-Dixie people were there when it arrived."

Charlotte Division Manager Arnold Bivens was at the Winn-Dixie distribution center when the company's "Pride in Tobacco" relief trucks arrived. He and Assistant Division Manager Pat O'Mara pitched in to help load the product.

'Until we got out and saw what the tornadoes had done, we didn't realize how lucky we were,' said Barbara Fuller, division manager in the Eastern N.C. division. 'More than three-fourths of our division was a disaster.'

"The Winn-Dixie people were patient, gracious and understanding through the whole thing," says Bivens, who finalized the arrangements with the grocery chain. "Their managers are the ones who actually ran the forklifts and loaded the trucks for us. I think that's a good indication of the caliber of people at Winn-Dixie."

"It's little inconvenience for us," said Ray Gordon, assistant plant manager of the Winn-Dixie distribution center. "But for them (tornado victims), it's a big relief, so we're happy to help out."

The next day, the convoy split up. Three trucks rolled into Bennettsville, Newberry and Winnsboro in South Carolina. Another trio of trucks rolled to Fayetteville, Goldsboro, Greenville, and Kinston in North Carolina.

In Fayetteville, Gary Overfelt, assistant division manager in that division, was on hand to welcome the relief convoy. He assisted the Reynolds Tobacco effort and the Salvation Army folks. A small truck was loaded with supplies destined for Red Springs, N.C., one of the hardest hit areas. Overfelt offered to ride along to ensure that the cigarettes were distributed properly.

"I was concerned about those cigarettes because that's my job and I didn't mind doing it," Overfelt said. "This is a good program and I don't want anything to happen that will hurt it afterwards."

Overfelt spent about two hours chatting with Red Springs residents in the command center, answering questions about the company and the relief effort.

In Goldsboro, Greenville and Kinston, Eastern North Carolina Division Manager Barbara Fuller had made arrangements for the company's relief effort.

"Until we got out and saw what the tornadoes had done, we didn't realize how lucky we were," said Fuller. "More than three-fourths of our division was a disaster. Tornadoes had hit about five miles from my house and a mile from our office."

Fuller, Assistant Division Manager Bruce Butt and Sales Representative Leaman Capps provided valuable assistance at the three distribution points.

"This is a great thing our company is doing and I'm proud to be part of the effort," said Capps, as he and N.C. Highway Patrolman Bob Crocker unloaded supplies in Goldsboro.

Down in South Carolina, Columbia Division Manager Mike Edlemayer coordinated the effort in Bennettsville, Newberry and Winnsboro. Area Sales Representatives R.E. Lee and W.J. Brown assisted at

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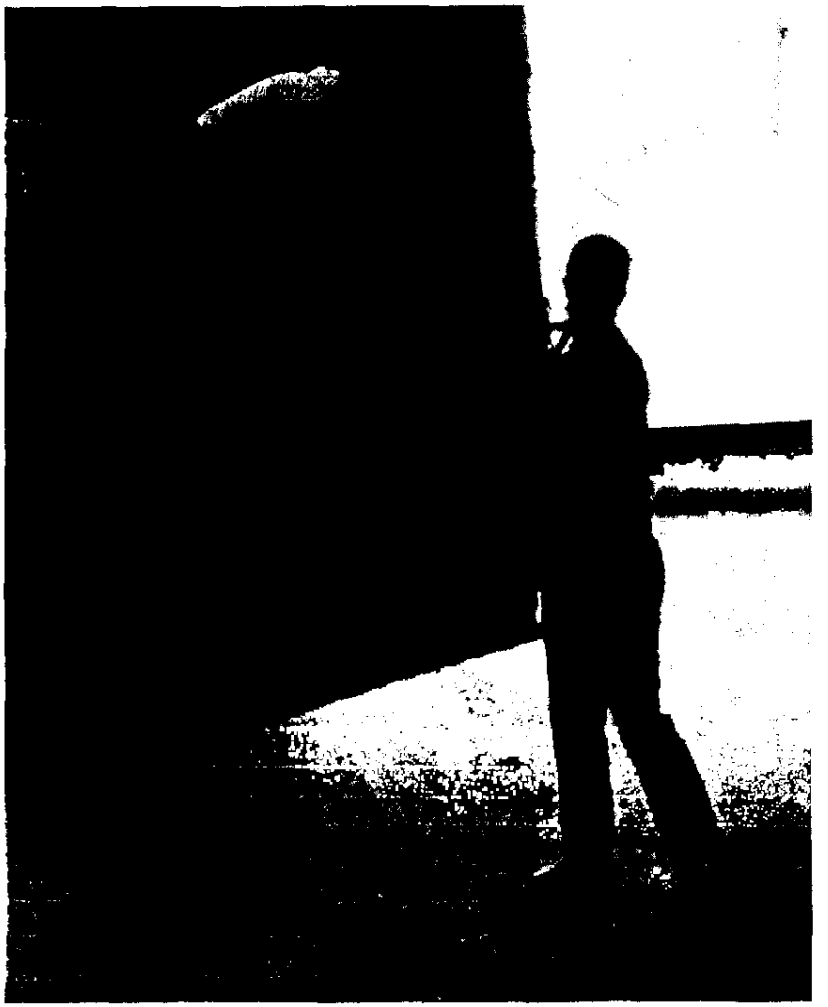

Leaman Capps, sales representative in the Eastern North Carolina division, teams up with N.C. Highway Patrolman Bob Crocker to unload needed supplies in Goldsboro, N.C.

relief centers in the affected communities.

"Winnsboro and Newberry are both in my assignment, so this tragedy affected me personally," said Lee. "I felt like I wanted to do something, and the company's effort allowed me to do just that. I'm proud that RJR got involved."

The support R.J. Reynolds provided to disaster victims and the assistance of all those in Field Sales who participated in the relief effort made a great impression in those communities.

"Even now, weeks after, I've heard a lot about the generosity our company showed," said Overfelt. "People are talking about what a great thing R.J. Reynolds did. I was glad to be associated with it."

Fuller agreed. "People here are still trying to put their lives back together," she said. "They remember who responded and they're very appreciative."

Atlanta divisions assist fellow rep in tornado's wake

While they were hundreds of miles from the devastation of the tornadoes that struck North and South Carolina in March, members of the North and South Atlanta, Ga., sales division felt the tragedy.

Their colleague, James McDougald, an area sales representative in the North Atlanta division, had lost his childhood home in Maxton, N.C. His grandmother and eight other relatives were homeless.

"James' wife called Don (North Atlanta Division Manager Don Henderson) Thursday and told him what had happened," said Bob Rissler, regional sales manager in the Atlanta region. "It didn't take long for the wheels to start turning in both divisions."

Henderson and South Atlanta Assistant Division Manager Cliff Pennell spread the word, and before long money, clothing, blankets, food and other items were being collected by sales reps and other division personnel.

"They've hired a truck to take all of it up to James' hometown," said Rissler.

McDougald drove to Maxton to help his family that Friday.

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Holliday, Wright work Columbus' 'High Street'

Assistant Division Manager M.R. Holliday and Sales Representative R.L. Wright of the Columbus, Ohio, division developed and implemented a "High Street" assignment work plan, resulting in excellent coverage on a high-traffic street in Columbus.

The pair placed more than 100 decals, 30 calendars, 20 cigarette center signs, 50 metal signs, 15 pole mounts, 10 clocks, 10 Camel neon signs, 5 new overheads and 4 new MCDs — all in 23 stores along the route.

Field managers team up in pursuit of excellence

Division Managers J.E. Riley Jr., R.A. Bruner (Fargo, N.D.) and T.D. Ryan (Des Moines, Iowa) and Regional Sales Managers E.M. McAtee (Kansas City, Mo.) and W.F. Davenport (Omaha, Neb.) teamed up to sell Eagle Foods of Milan, Ill., 156 UCM for all its 150 stores.

The chain was using a variety of inadequate configurations to merchandise cigarettes, and, directionally, the chain was going in-line. This accomplishment, while building volume, aptly demonstrates the pursuit of excellence by all the managers involved.

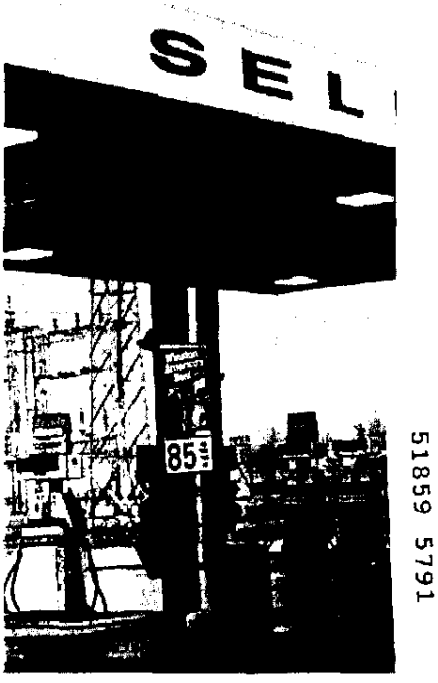
Incidentally, since this accomplishment, Davenport has moved to the Home Office Sales Department as national trade relations manager, and Riley is now chain accounts manager in the Denver chain division.

A 'High Street' storefront features a variety of RJR signage.

Dostal stays step ahead of Kentucky thoroughbreds

During a routine vending call, Area Sales Representative B.L. Dostal of the Lexington, Ky., division, learned that the Lexington Blue Grass Airport was removing vending machines. Dostal immediately contacted the concession people at the airport and received approval to install an overhead package fixture in the gift shop at this fast-growing facility.

Dostal also contacted Keeneland Thoroughbred Race Course and the Lexington Red Mile Trotting Track before their season openers. She added one more RJR product to Keeneland's distribution (now 7 of 13 items), and was able to place five 7-column package units and 8 PDI pieces at the Red Mile.



RJR signage greets customers at this self-service gas station on Columbus' 'High Street.'

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VOLUME WINNERS

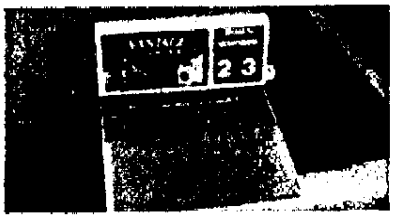
'Camel Window' catches Schenectedy's eyes

A "Camel Window" is catching a lot of eyes at 5-Corner Agway in Schenectady, N.Y., these days thanks to the creativity of L.J. Maleski, an area sales representative in the Albany, N.Y., division. Maleski used two Camel window shades with eight Camel OPM transparencies to create the attractive window in this high-volume gas station at a major intersection in the city.

Maleski's 'Camel Window' in Schenectady is a good example of creativity applied at retail.

Driskell adds personal touch to S.C. markets

Area Sales Representative S.B. Driskell of the Charleston, S.C., division added a personal and creative touch to Vantage checkwriters at Doschers Supermarkets (15 stores). He placed personalized units in all stores at each checklane, using Doschers logos from newspaper ads, stationery and grocery bags.



Doschers logos are featured on Vantage checkwriters in Charleston, S.C.

VENDING

Stone signs N.Y. vendor to new vending contract

R.L. Stone, vending sales manager - field in the New York chain division, succeeded in signing Herald Midtown (1,000 machines) to the new vending contract Plan B-2.

Stone's effort gained 2,500 new placements and increased RJR brand average from 5.6 to 8.3. The initial order was for eight cases, and no RJR ride/with was involved with this vendor that had never participated in any RJR vending programs.

Pusateri-Stone present, sell new contract plan

An excellent presentation by Chain Accounts Manager E.D. Pusateri and R.L. Stone, vending sales manager - field, in the New York chain division resulted in a new vending contract Plan B-2 with County Wide Vending (1,200 machines).

The pair gained 1,500 new placements and increased RJR brand average from 7.6 to 9.0. The ride/with was conducted in early March.

Bettencourt's part-timer turns in excellent results

Assistant Division Manager G.F. Bettencourt of the Phoenix, Ariz., division secured excellent results using a part-timer on a ride/with for Watkins Cigarette Service. The ride /with was designed to replace all old labels and Smokeshop transparencies and place vending toppers on at least one-fourth of all calls contacted.

Working 433 machines, the part-timer placed 200 Camel Smokeshop transparencies, 3,021 new RJR labels and 121 vending toppers in 110 locations, which equaled 28 percent of the locations contacted.

Mehler presentation, ride boost RJR brand average

Area Sales Representative C.J. Mehler Jr. of the Roanoke, Va., division used some well-organized presentations and ride/withs to boost RJR brand average with C&C Amusement Company (167 machines) to 11.25, up from 9.78. Additionally, C&C maintained Tru-Check in spite of competitive efforts to replace it.

Institutional

Kessler overcomes opposition in selling Century in S.C.

Area Sales Representative Kirk Kessler of the Columbia, S.C., division overcame pricing and an additional brand opposition when he succeeded in selling Century 85s and 100s to the South Carolina Prison System.

The system operates 20 canteens throughout the state, and the manager of those canteens agreed to buy 100s in the women's institutions and the kings in the men's facilities. Kessler's accomplishment is a major step because of the huge share of market generics have in the system.

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PROMOTIONS & APPOINTMENTS

C.J. Morrow has been promoted to assistant division manager in the Bristol, Tenn., division.

Morrow joined the company in 1980 as a sales representative in the Bristol division where she was promoted area sales representative the following year.

P.D. Wilhour has been promoted to assistant division manager in the Portland, Ore., division.

Wilhour joined the company in 1976 as a sales representative in the Riverside, Calif., division, where he was promoted to area sales representative in 1978. In 1982, Wilhour was promoted to manager - military and institutional sales in that division.

R.D. Snow has been promoted to assistant division manager in the Nashua, N.H., division.

Snow joined the company in 1979 as a sales representative in the S. Boston, Mass., division, where he was promoted to area sales representative the following year. In 1982 he transferred to the Boston, Mass., chain division and was promoted to vending sales manager - field.

L.D. Haberstroh has been promoted to assistant division manager in the Reading, Pa., division.

Haberstroh joined the company in 1975 as a sales representative in the Reading division, where she was promoted to area sales representative the following year.

Since you asked

Q: When loaded with Century 100s, the new permanent replacement tray for the MCD leans forward, and if the diplay is bumped, packs fall out of the display. How can this be corrected.?

A: The weight of 20 Century 100 packs does create instability in the MCD replacement tray. To minimize this problem, the following steps should help:

- When initially installing replacement trays side by side, be sure the twin stick tape supplied with the trays is positioned at the bottom front edge and between the two trays. Also ensure that the tinnerman clip supplied is positioned, locking the two trays together at the front edge. This creates lift in the corners and eliminates the corner drop.
- When loaded with Century product, the center divider in each tray should be placed in the up position. This puts pressure on the packs and if trays are bumped for any reason limits their side-to-side movement. When standard packs are displayed (Sterling), place all dividers in the up positions. (SEE INSTRUCTION SHEETS PACKED WITH TRAYS FOR COMPLETE DETAILS.)

Q: The adapter clip used to attach the new permanent MCD replacement tray to the cash register metal stand is very difficult to install. It often requires bending the bottom edge of the slot in the metal stand forward slightly in order to get the clip locked in position. Can this be improved?

A: The adapter clip has been changed to allow easy installation and will be available with all trays beginning in April.

Current clips supplied with trays you are now using will work well if you do the following prior to installation:

- When removing old-style MCD trays from the metal cash register stand, push down on the front edge of the tray until the back edge clears the metal clip above the tray. This creates a bend in the metal sufficient to allow easy installation of the new adapter clip.

SIP

Only two months to go to the mid-year payout

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Relief

Reynolds Tobacco's relief convoy brought needed supplies to tornado victims in North and South Carolina following the devastation of March 28. The company's response was expedited through efficiency of Field Sales in the affected areas. See related story, page 6.

SALES MERCHANDISER

March - April 1984

Published for members of the Field Sales Force of R.J. Reynolds Tobacco Company.

Manager - Sales Communications ..... **John Olenick**

Editor ..... **Gene Sciaidone**

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